

CANADIANS HAVE A POSITIVE VIEW OF TRAVEL MEDICAL INSURANCE

Approximately
1 in 3
Canadians buy
travel medical insurance each year

About
1 in 10
Canadians
who purchase travel medical insurance end up making a travel medical insurance claim and very few experience a problem with a claim



30% <i>(-1% vs. 2015)</i>	9% <i>(+2% vs. 2015)</i>	3% <i>(+1% vs. 2015)</i>
% of Canadians Who Purchased Travel Medical Insurance (Past 12 Months)	% of Canadians who Purchased Travel Medical Insurance who made a Claim	% of Canadians who Purchased Travel Medical Insurance who Made a Complaint about a Claim

The Canadian market's confidence in the travel medical insurance industry remains high
Confidence is highest in Associations and Insurance companies, followed by banks

Confidence in Travel Medical Insurance	Somewhat confident	Very confident	Total	Vs. 2015
Provide the assistance you need	45%	37%	82%	+2%
Provide the quality of service you expect	49%	31%	80%	+3%
Cover your eligible claim expenses itemized in your insurance policy	47%	31%	78%	+1%
Provide enough financial coverage to take care of your medical emergency	46%	28%	74%	NA

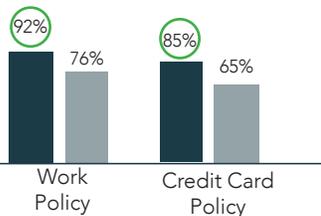
Trust in Travel Medical Insurance Providers to Come Through in an Emergency	Somewhat confident	Very confident	Total	Vs. 2015
Associations	53%	27%	80%	-2%
Insurance companies	52%	26%	78%	0%
Banks, Credit Unions, etc.	52%	20%	72%	-2%
Insurance brokers	53%	16%	69%	0%
Credit card companies	50%	16%	66%	+2%
Travel agencies	50%	15%	65%	+2%
Airlines	44%	12%	56%	+2%
Travel Companies	44%	11%	55%	+3%

Confidence much higher among 'Purchasers' and 'Claimants'

The greater one's depth of knowledge of existing policies the greater the likelihood to purchase private insurance

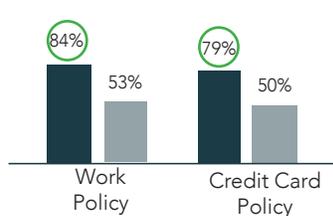
Understanding of Policy Terms

% Extensive/Reasonable



Knowledge of Coverage Value

% Know Exactly/ Have a Reasonable Idea of How Much



■ Purchasers ■ Non-Purchasers

GENERAL CONCLUSIONS

Consumers' depth of knowledge of their existing travel medical insurance coverage (i.e., through work and/or credit card) strongly correlates with the purchase of private policies

Suggesting that existing policies are not sufficiently meeting consumers' needs. This highlights the importance of education, transparency and accessibility to private travel medical insurance

Confidence in the travel medical insurance industry is far higher among 'purchasers' and 'claimants' vs. the general population

Implying consumers' direct experiences with the industry has met or exceeded their expectations

Purchasers of travel medical insurance feel knowledgeable about the terms and conditions pertaining to the policies they buy

Illustrating that the industry is doing a good job educating its consumers

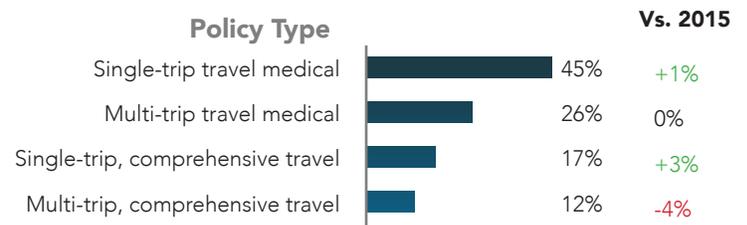
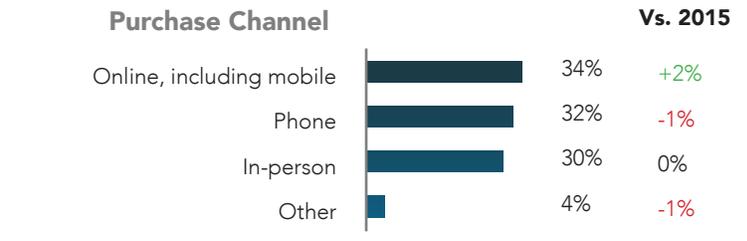
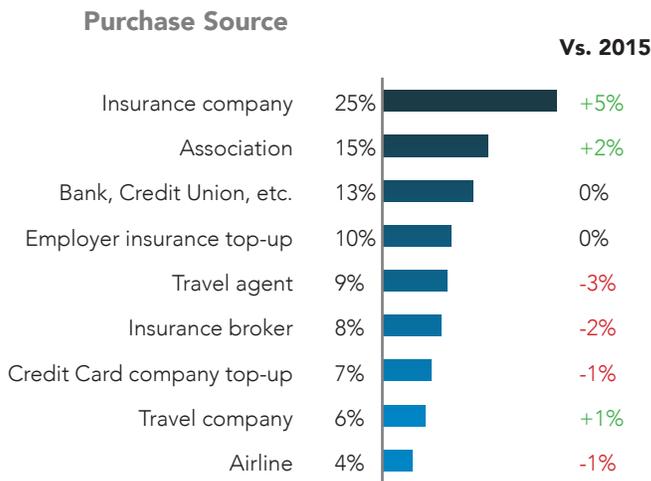
The vast majority of claims are being paid and consumers are highly satisfied with the claims submission experience overall

Providing further evidence that the industry is being open and transparent with consumers at the time of purchase and is also facilitating a client-friendly claim experience

CANADIAN TRAVEL MEDICAL INSURANCE PURCHASE EXPERIENCE IS POSITIVE

Consistent with 2015, Canadians continue to purchase a range of travel insurance policy types from a variety of sources and channels

Purchases from the most trusted sources (i.e., Insurance Companies & Associations) is trending up



The vast majority of travel insurance purchasers read at least some portion of the policy details before purchasing

Behaviour When Reviewing Policies

50% I always read through the details of my travel medical insurance policies before making the purchase

35% I skim through my travel medical insurance policy before making the purchase

12% I only read the sections of my travel medical insurance policy that are important to me

2% I don't read my travel medical insurance policies at all before making the purchase

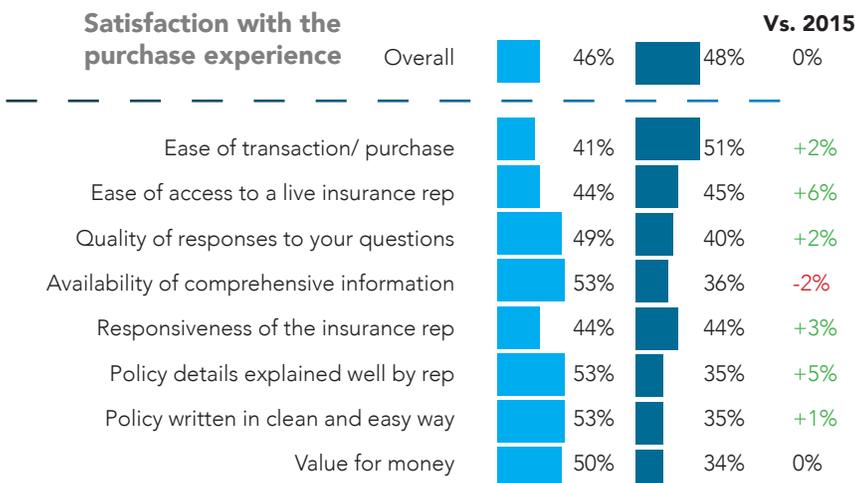
2% None of the above

42% Say they know exactly the limitations and exclusions

89% Say they have at least a reasonable knowledge of policy terms

83% Say they know who to contact in the event of a medical emergency

As a result these consumers say they feel knowledgeable about the policy details before purchasing



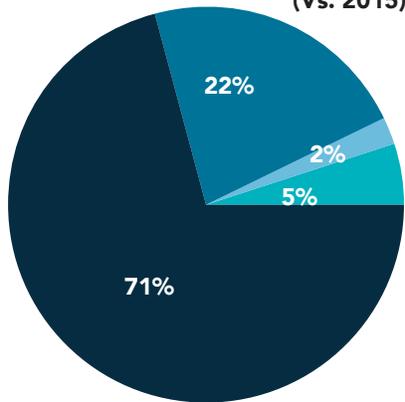
Satisfaction with the travel insurance purchase experience remains very high

■ Somewhat satisfied
■ Very satisfied

CANADIANS HAVE A POSITIVE VIEW OF THE TRAVEL MEDICAL INSURANCE CLAIMS PROCESS, AND 98% OF CLAIMS ARE PAID (FULLY OR PARTIALLY)

For the most part travel insurance claims are covered in full, leading to continued high levels of satisfaction with the claim submission experience

Claim Submission Outcome (Vs. 2015)



- It was covered in full (-1% vs. 2015)
- It was partially covered (-1% vs. 2015)
- It was denied (+1% vs. 2015)
- The claim is still being processed (+1% vs. 2015)

% Satisfied (Vs. 2015)

Claim Submission Report Card

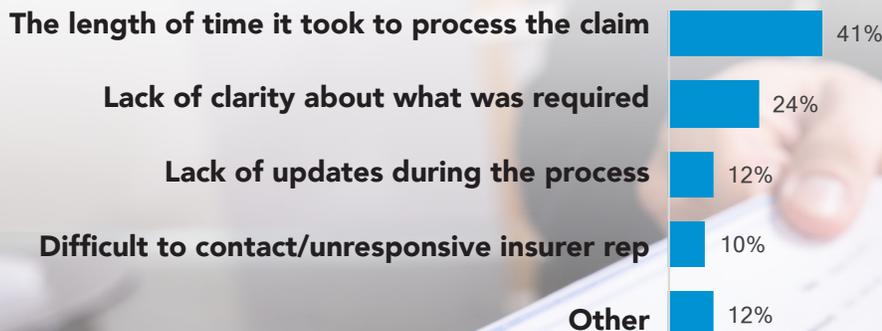
- 91% (-1%) Overall Satisfaction with Entire Claim Experience
- 92% (+4%) Knowledge of the representatives
- 91% (+1%) Empathy and understanding the insurer's representative
- 89% (+6%) Services/products the claim covered
- 88% (+5%) Explanation of how the claim payment was determined
- 88% (+2%) Clarity and completeness of responses to your questions
- 87% (+4%) Responsiveness of the claims department
- 87% (+4%) Explanation about the steps involved in a claims process
- 86% (+2%) Required documentation was reasonable
- 86% (+2%) Explanation given about what would be covered by your policy
- 86% (+1%) Ease of understanding and completing the claim forms
- 86% (+5%) Number of claim forms that you had to submit was reasonable
- 85% (+5%) Claim was paid in a timely manner

Complaints regarding the claim process most often relate to the length of processing time

Approximately 1 in 3 claimants made a complaint about their claim at some point during the process

However, most of those with a complaint were satisfied with how it was handled by the provider

Reason for Complaint*



83% very / somewhat satisfied with how their complaint was handled among those who completed the claim process

*Caution Low Base Size Travel Insurance Claimants who Made a Complaint 2018 N=92